

# ORDER



Orders	Order / Rev:	68951			
	Alt Order #:	9853503 /Brad			
	Product Desc:	Eugene Depasquale			
	Estimate:	2561			
	Flight Dates:	10/31/12 - 11/05/12			
	Original Date / Rev:	10/29/12 / 10/30/12			
	Order Type:	GENERAL			
		Primary AE:	Millennium Washington DC		
		Sales Office:	MNAT		
		Sales Region:	National		
Agency	Name:	Buying Time Media			
	Buying Contact:				
	Billing Contact:				
		Billing Type:	Cash		
		Billing Calendar:	Broadcast		
		Billing Cycle:	EOM/EOC		
		Agency Commission:	15%		
Advertiser	Name:	Depasquale/D/PA Auditor General			
	Demographic:	HH			
	Product Codes:	State Elections			
	Priority:	P-2			
	Revenue Codes:	AGY, POL-CAND, GEN			
		New Business Thru:			
		Order Separation:	00:15:00		
		Advertiser External ID:			
		Agency External ID:			

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
					Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/05/12	22	\$1,585.00	\$1,347.25	November 2012	22	\$1,585.00	\$1,347.25	0.00
					Totals	22	\$1,585.00	\$1,347.25	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	22%	\$1,585.00
Market	100%	\$7,204.55

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	77%	\$5,547.50
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	1%	\$72.05
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/31/12	11/02/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-- WTF--	:30	2	\$30.00	P-3	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--		2				\$30.00		0.00			
N 2	WHP	10/31/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	-- WTF--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--		1				\$110.00		0.00			
N 3	WHP	10/31/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	-- WTF--	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- WTF--		2				\$110.00		0.00			

Order / Rev: 68951  
Alt Order #: 9853503 /Brad  
Flight Dates: 10/31/12 - 11/05/12

Advertiser: Depasquale/D/PA Auditor General  
Product Desc: Eugene Depasquale  
Estimate: 2561

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	10/31/12	11/02/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	-- WTF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -- WTF--    1    \$125.00    0.00															
N 5	WHP	10/31/12	11/02/12	CBS This Morning CBS This Morning	CM	7:00 AM-8:00 AM	-- WTF--	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -- WTF--    2    \$40.00    0.00															
N 6	WHP	10/31/12	11/02/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM	-- WTF--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -- WTF--    2    \$70.00    0.00															
N 7	WHP	10/31/12	11/02/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM	-- WTF--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -- WTF--    2    \$70.00    0.00															
N 8	WHP	11/01/12	11/01/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM	-- T--	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    -- 1---    1    \$30.00    0.00															
Week: 11/05/12    11/11/12    1-----    1    \$30.00    0.00															
N 9	WHP	11/02/12	11/02/12	CBS This Morning CBS This Morning	CM	7:00 AM-8:00 AM	---- F--	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    ---- F--    1    \$40.00    0.00															
N 10	WHP	11/01/12	11/01/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM	--- T--	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    --- 1---    1    \$30.00    0.00															
N 11	WHP	11/01/12	11/02/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM	--- 11--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    --- 11--    2    \$70.00    0.00															
N 12	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM	1-- 1---	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    --- 1---    1    \$70.00    0.00															
Week: 11/05/12    11/11/12    1-----    1    \$70.00    0.00															
N 13	WHP	11/01/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	1-- 1---	:30	2	\$110.00	P-3	0.00	NM	2	\$220.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    --- 1---    1    \$110.00    0.00															
Week: 11/05/12    11/11/12    1-----    1    \$110.00    0.00															
N 14	WHP	11/02/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	---- F--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12    11/04/12    ---- F--    1    \$110.00    0.00															

Totals

22

\$1,585.00